

Touch Inflight Solutions partners with SAS as airline joins SkyTeam



Touch and SAS partner to elevate IFE experience for passengers

Touch Inflight Solutions ([Touch](#)) has been selected by Scandinavian Airlines ([SAS](#)) for its IFE solution as part of the airline's next chapter with SkyTeam. This partnership is central to SAS's transformation, focusing on delivering a seamless, modern passenger experience while SAS expands its global reach, the January 29 press release said.

As SAS takes advantage of its expanded network, Touch is set to work closely with the airline to implement an IFE content strategy that brings SAS's vision to life onboard.

"We are thrilled to partner with SAS, collaborating to create a data-driven foundation that will redefine inflight engagement for their Scandinavian and global customers. By combining our expertise in content innovation and data analytics with SAS's commitment to delivering exceptional passenger experiences, we are laying the groundwork for the future of

inflight entertainment that is as dynamic and inspiring as their travelers," said André Valera, VP of Business Development at Conetic.

"We are very excited to start our collaboration with Touch, that will help us take the Inflight Entertainment experience to the next level for the passengers of SAS. With the recognized experience and creativity that Touch brings to the table, we are confident that we will achieve great things together and we are looking forward to many years of good partnership," said Caroline Bergström, SAS.